



April 5, 2012

Volume 21

PowerPoint - Slide Transitions

Are You Afraid of Using Social Media for Business?

You Have To Laugh

2 people recommend this. Be the first of your friends.

[Subscribe](#) to [Amy's Biz Tips](#) e-newsletter.

[Archive](#) of Amy's Biz Tips.

These Tips Are Courtesy of [AAPK](#)

PowerPoint - Slide Transitions

Want to add some movement between your slides like you've seen others do? By using the Slide Transitions feature of PowerPoint you can set one or all slides to transition/change (such as fading to black or with a wipe) as a user moves from one slide to another.

To set a slide or all slides to transition, choose Slide Show from the menu bar then Slide Transition (or right click to pick Slide Transition).

A task pane will appear (default setting is on the right of your screen) showing your choices for transitions. You can preview a transition by clicking on it in the list. If you want to have all slides transition the same way – click “Apply to all slides” (see screen shot to your right).

In this pane you can further customize your transitions by adjusting the speed, adding sound, and choosing how to advance your slides (with a mouse click or automatically after a certain amount of time).

At AAPK we have been working with PowerPoint for 15 years and can assist you with any PowerPoint project you may have. Contact us at info@aapk.com to discuss your next project.

Amy's Biz Tips are brought to you by AAPK who can also help you with:

- [Excel, Word and PowerPoint](#)
- [Web Design](#)
- [Content Management Web Sites](#)
- [Graphic Design](#)
- [Print Design](#)
- [Social Media Marketing](#)
- [Creative Marketing Ideas](#)

Are You Afraid of Using Social Media for Business?

The majority of small to medium business owners I speak to are scared of using Social Media for their business because they just don't know how to do it. This is understandable, because it's a new media channel that it is foreign to many. But there's nothing to be afraid of, you just have to start by taking small steps.

Using social media for marketing can be simply a post a few times a week or be more involved such as creating a customized page and running contests. For this discussion we are going to start slow and simple.

Take the following steps:

- Be sure you have created accounts* for yourself and your company on social sites (Facebook, LinkedIn, Twitter, etc).
- Determine the purpose for using social media - do you want to share your knowledge, connect with current customers, garner prospects, announce events, provide product information, etc. By deciding the purpose it will help you know what to share on social media.
- Find out what social methods the people you are trying to reach using. The majority of people use Facebook, so you can start there. But you might want to poll your current customers to find out what they are using – to get a more accurate read.
- Set up a schedule for when and what is to be posted – you can choose to post once a week, a couple times a week or daily.
 - So your schedule may be that on Monday's you post a special, Wednesday you post your blog content and Friday you post a project you completed

Amy's Biz Tips are brought to you by AAPK who can also help you with:

- [Excel, Word and PowerPoint](#)
- [Web Design](#)
- [Content Management Web Sites](#)

that week for a client.

- Be consistent with your posting - this is the most important step and the one that most people tend to ignore!
- Repeat step 5!

- Graphic Design
- Print Design
- Social Media Marketing
- Creative Marketing Ideas

* To create a company page in Facebook – open your home page – scroll down and look to the right – under the FB copyright there is a link for More – use the down arrow and choose “Create a Page” (or click here). You need to have an FB account to get a business page. To create a company page from your LinkedIn account – go to Companies (on the top menu) then in the upper right you will see a link – “Add a Company”. For twitter – just create a new account for the business.

If you want help creating a plan for using social media for your business contact us today at info@aapk.com.

You Have To Laugh

Video: Dog can't get bagette through door.

http://www.huffingtonpost.com/2012/02/27/dog-cant-fit-baguette-through-door-video_n_1304446.html

[Unsubscribe](#) from Amy's Biz Tips e-newsletter.

[Home](#) [Web Design](#) [Social Media](#) [Print Media](#) [Consulting](#) [About AAPK](#)

Contact us - 203-305-3124 or at info@aapk.com

AAPK - 45 Shadyside Lane, Milford, CT 06460

AAPK © 2015